Pre-Synopsis

"A STUDY OF CORPORATE SOCIAL RESPONSIBILITY REDUCING RURAL MIGRATION (EMPLOYMENT AND INFRASTRUCTURE DEVELOPMENT) IN PARBHANI DISTRICT"

SUBMITTED TO

SWAMI RAMANAND TEERTH

MARATHWADA UNIVERSITY, NANDED

स्वामी रामानंद तीर्थ मराठवाडा विद्यापीठ, नांदेड.

FOR THE DEGREE OF

DOCTOR OF PHILOSOPHY (Ph.D) IN COMMERCE

IN THE FACULTY OF COMMERCE

RESEACRCH SCHOLAR:

Bhagyashri Sureshrao Magar

RESEARCH SUPERVISOR:

Prof. (Dr.) Shridhar G. Bhombe

Department of Commerce

DSM's Arts, Commerce & Science. College Jintur Dist. Parbhani

DECEMBER 2024

Introduction: Rural migration remains a significant challenge in India, driven primarily by socio-economic disparities, inadequate infrastructure, and limited employment opportunities in rural areas. The Parbhani district in Maharashtra, predominantly agrarian, experiences substantial rural outmigration as a result of insufficient local opportunities. Corporate Social Responsibility (CSR) initiatives, mandated under the Companies Act, 2013, have emerged as a potential tool to address these challenges through sustainable community development. This study explores the effectiveness of CSR in mitigating rural migration by focusing on employment generation and infrastructure development in the Parbhani district.

The socio-economic disparities between urban and rural areas are a major driver of rural migration in India. Rural areas often suffer from poor access to basic services such as healthcare, education, and sanitation, which further exacerbate the migration trend. In Parbhani, the agrarian economy is not sufficient to provide year-round employment, leading to a seasonal migration of laborers to urban areas in search of better opportunities (Deshingkar & Start, 2003).

CSR initiatives, as mandated by the Companies Act, 2013, require companies to spend at least 2% of their average net profits on social, environmental, and economic development activities. These initiatives have the potential to create a significant impact on rural development by addressing the root causes of migration. Through CSR, companies invest in building infrastructure, improving healthcare and education facilities, and generating employment opportunities in rural areas (Chakraborty, 2016).

In the Parbhani district, CSR initiatives have been instrumental in creating sustainable employment opportunities. For instance, some companies have invested in skill development programs aimed at enhancing the employability of rural youth. These programs offer training in various trades such as carpentry,

plumbing, tailoring, and computer literacy, thereby equipping the rural population with skills that are in demand in both local and urban markets (Kumar & Das, 2019).

Infrastructure development is another key area where CSR make a significant impact. In Parbhani, CSR funds have been utilized to improve road connectivity, which is crucial for accessing markets, healthcare facilities, and educational institutions. Improved infrastructure not only enhances the quality of life in rural areas but also attracts businesses and industries, creating local employment opportunities and reducing the need for migration (Nayak, 2018). Furthermore, CSR initiatives in healthcare have led to the establishment of mobile medical units and the renovation of local health centers, providing much-needed medical services to rural populations. This has resulted in improved health outcomes and reduced healthcare-related migration (Sinha, 2015).

Education is another critical area where CSR has made a positive impact in Parbhani. Companies have funded the construction of schools, provided scholarships, and supported teacher training programs. CSR initiatives are helping to retain the younger population in rural areas, who might otherwise migrate to urban centers for better educational opportunities (Ranganathan, 2017).

CSR initiatives, as mandated by the Companies Act, 2013, have shown considerable potential in mitigating rural migration in the Parbhani district by focusing on employment generation and infrastructure development. CSR plays a pivotal role in creating sustainable communities and reducing the pressure on urban center.

Literature Review:

1. Corporate Social Responsibility (CSR): A Conceptual Overview:

Corporate Social Responsibility (CSR) has emerged as a strategic business practice integrating social and environmental considerations into corporate decision-making. The work of Carroll (1991) is seminal in defining CSR through its *"Pyramid of Responsibility,"* encompassing economic, legal, ethical, and philanthropic dimensions. Later studies by Dahlsrud (2008) highlight the evolving nature of CSR, emphasizing stakeholder engagement and sustainable development.

2. CSR and Rural Development:

The intersection of CSR and rural development has been widely discussed in literature. Companies, especially in resource-rich regions, are often compelled to contribute to the upliftment of rural areas as part of their CSR mandate. According to Gupta and Sharma (2021), CSR initiatives have improved rural access to healthcare, education, and basic infrastructure. Similarly, Singh and Misra (2020) argue that CSR has transformed rural economies by enabling skill development and entrepreneurship.

3. Migration Trends and Rural-Urban Migration:

Migration from rural to urban areas is driven by socio-economic disparities, unemployment, and lack of infrastructure in rural regions. Studies such as Todaro (1969) establish a framework where migration is viewed as a function of expected income differentials between rural and urban areas. More recent research by Keshri and Bhagat (2020) links rural outmigration to the lack of sustainable livelihood opportunities and inadequate public infrastructure.

4. CSR's Role in Mitigating Rural Migration:

CSR initiatives have been recognized as a potential tool for mitigating rural

outmigration. By creating employment opportunities and improving rural infrastructure, corporations reduce the push factors for migration. For instance, research by Dash and Chakraborty (2019) shows that CSR interventions in the form of skill training and job creation have reduced migration in certain industrial zones. Furthermore, Agrawal (2021) highlights how the development of essential services like roads, schools, and healthcare facilities under CSR programs helps retain rural populations.

5. Employment Generation through CSR:

Employment generation is a core component of CSR's impact on rural communities. Studies by Kumar et al. (2020) show that job-oriented CSR programs, particularly those focused on agriculture, crafts, and small-scale industries, have been instrumental in providing livelihoods. Moreover, Chaudhary and Bhatt (2022) emphasize the role of partnerships between corporations and local governments in enhancing the scalability of such programs.

6. Infrastructure Development under CSR:

Infrastructure development as part of CSR contributes significantly to rural welfare. Research by Srivastava et al. (2018) highlights that companies in sectors such as mining and manufacturing are mandated under India's CSR regulations to invest in rural infrastructure. These investments often lead to improved transportation, water supply, and energy access, which are critical for sustaining local communities and curbing migration.

Research Problem:

Parbhani district has seen steady outmigration, particularly of the youth, in search of better livelihoods and living conditions. This migration not only affects the socio-economic fabric of rural areas but also leads to urban overcrowding. Although CSR has shown promise in addressing rural challenges, its impact on reducing migration through employment and infrastructure development remains understudied in this region. The study seeks to fill this gap by assessing the role of CSR initiatives in mitigating rural migration.

Objectives of the Study:

1. To analyze the causes and patterns of rural migration in the Parbhani district.
2. To assess the role of CSR initiatives in generating employment opportunities in rural areas.
3. To evaluate the impact of CSR-driven infrastructure development on improving rural livelihoods.
4. To identify challenges and propose strategies for enhancing the effectiveness of CSR in reducing rural migration.

Hypotheses of the Study:

1. CSR and Migration Reduction.
2. Employment Generation through CSR.
3. Impact of Infrastructure Development on Rural Retention.
4. CSR Awareness and Effectiveness.
5. Barriers to CSR Implementation.

Research Questions:

1. What are the primaries factors driving rural migration in the Parbhani district?
2. How do CSR initiatives influence employment generation and skill development in rural areas?
3. What is the role of CSR in infrastructure development, and how does it impact rural retention?
4. What are the barriers to the effective implementation of CSR in addressing rural migration?

Research Methodology:

Research Design:

The study adopts a mixed-methods approach combining qualitative and quantitative data collection and analysis to provide comprehensive insights.

Study Area:

The research will focus on the Parbhani district in Maharashtra, considering its socio-economic characteristics and migration trends.

Data Collection:

- **Primary Data:** Surveys, interviews, and focus group discussions with stakeholders, including migrants, corporate representatives, and local authorities.
- **Secondary Data:** Analysis of CSR reports, government policies, and migration statistics.

Sampling Method:

A stratified random sampling technique will be employed to select participants from various demographic groups and sectors within the district.

Data Analysis:

- **Quantitative Analysis:** Statistical methods to evaluate the relationship between CSR initiatives and migration trends.
- **Qualitative Analysis:** Thematic analysis to interpret stakeholder perceptions and experiences.

Expected Outcomes:

1. Comprehensive understanding of rural migration dynamics in Parbhani.
2. Evidence-based assessment of CSR's impact on employment and infrastructure.
3. Practical recommendations for optimizing CSR initiatives to reduce migration.
4. Contribution to policy discourse on rural development and CSR in India.

Significance of the Study:

The research will provide valuable insights for policymakers, corporate entities, and development practitioners to harness CSR as a strategic tool for rural development. The study aims to foster sustainable rural livelihoods and reduce migration pressures on urban areas.

Limitations of the Study:

1. The study is limited to the Parbhani district, and findings may not be generalizable to other regions.
2. Reliance on secondary data may pose challenges related to data accuracy and availability.
3. The effectiveness of CSR initiatives may be influenced by external socio-political factors.

Proposed Chapterization:

1. **Introduction:** Background, significance, and objectives of the study.
2. **Literature Review:** Theoretical and empirical studies on CSR and rural migration.
3. **Research Methodology:** Approach, data collection, and analysis techniques.
4. **Rural Migration Dynamics in Parbhani:** Causes, patterns, and consequences.
5. **CSR and Employment Generation:** Case studies and stakeholder perspectives.
6. **CSR and Infrastructure Development:** Assessment of key projects and their impact.
7. **Findings and Discussions:** Synthesis of data analysis results.
8. **Conclusion and Recommendations:** Summary of findings and policy suggestions.

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